

DDA *Elevate* Program Update

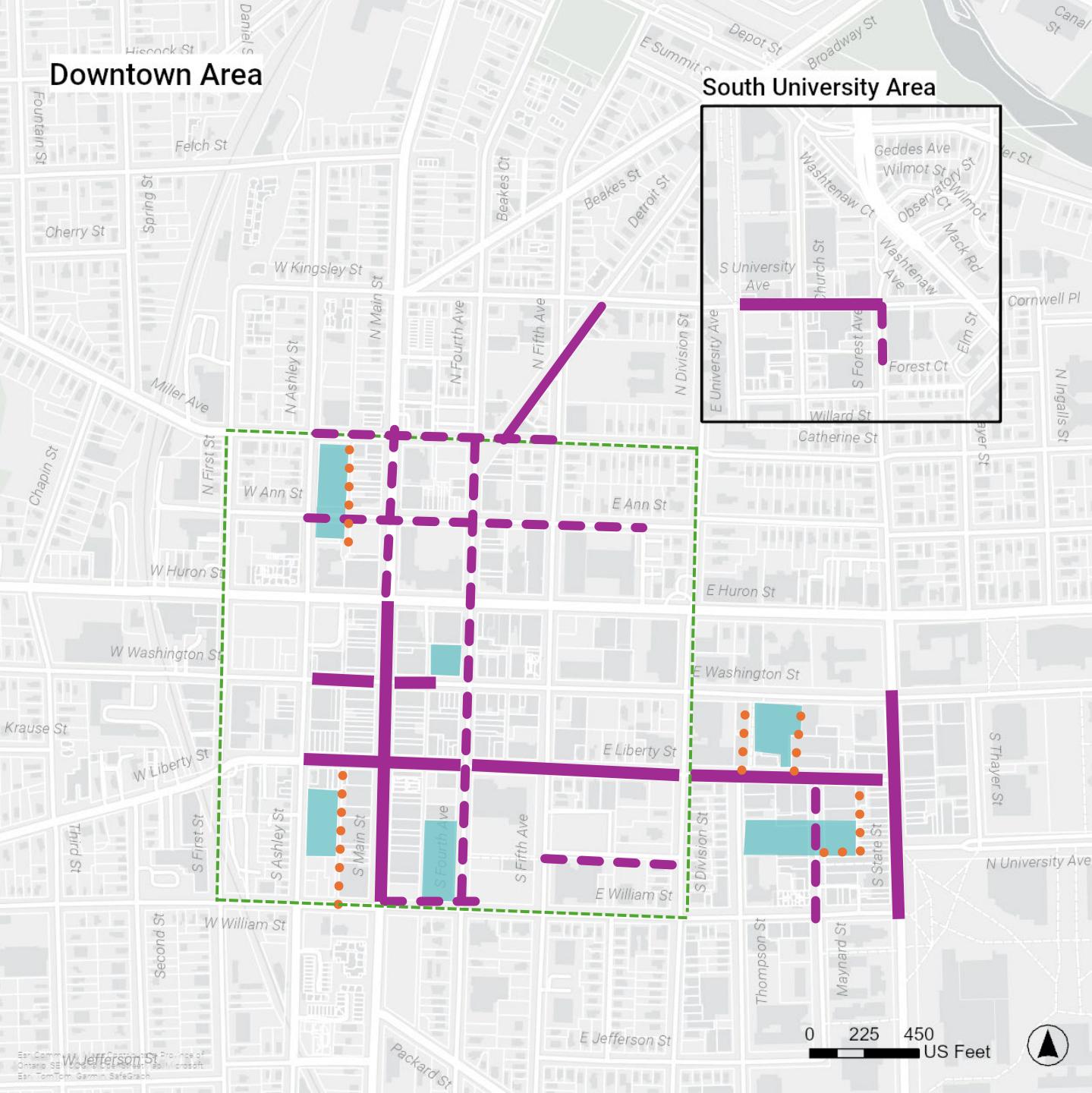


YEAR 1 FOCUS

In the first year of the *Elevate* Program, we will focus on filling an art and placemaking gap – elements that do not currently exist downtown and that other organizations are not already focusing on. Through this effort, the DDA will prioritize play and interaction while also achieving the other program goals. The existing downtown art and placemaking efforts are primarily geared toward adults. By designing for children, we can create spaces that everyone can enjoy.

DRAFT PLACEMAKING LOCATIONS

-  Parking Structures
-  Destination/Event Corridors
-  Pedestrian Connections
-  Alleys (parking structure connections)
-  Bikeway Corridors



NEXT STEPS

- Meet with the City Attorney and Public Services
- Refine Program Details
- Recommended Adoption – June 5th, 2024
- Year One - monitor and adjust